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Did You Know?

- Motor vehicle crashes are the No. 1 cause of on-the-job fatalities.
- Motor vehicle deaths cost employers an average of $120,000 each.
- About 120 million days of productivity are lost each year to motor vehicle accidents, costing employers $14 billion.
- The price tag for motor vehicle accidents to American society is $57 billion annually.
- More than 140 Americans die each day from motor vehicle crashes, the equivalent of a daily airliner crash.
- More than 11,000 Americans are injured daily in motor vehicle crashes—many of them are permanently disabled.

Safety Belt Use Can Slash These Losses!

Safety belts are the most effective means of preventing motor vehicle deaths and injuries available to Americans today. Your organization can have an effective safety belt use program for little or no cash outlay!

Regular Safety Belt Use Can:

- Save 14,000 lives every year
- Eliminate 1 million injuries
- Reduce severity of remaining injuries

Private Sector Initiatives

In April of 1982, President Reagan announced a National Volunteer Campaign backed by the Federal Government to encourage safety belt use. The Government is joining the efforts of a variety of organizations to spread the word on the benefits of safety belts. Included are organizations which have been concerned with reducing traffic deaths and injuries, others which have not been traditionally involved, many volunteer and civic organizations and many corporations. Several employers have already joined the effort and have found it to be an excellent example of private sector initiative in action.

Here are some examples of safety belt programs now in progress. Most of them required little cash investment.

Incentive Programs:

Berg Electronics—
Achieved 90% use rate! Saved an estimated $45,000 the first year.

Minnegasco—
Achieved 95% use rate! Saved an estimated $34,000 in 1 year.

General Motors (Technical Center)—
Double use rate in 2 months.

Public Service Programs:

Goodyear Tire & Rubber Company—
Instituted use policy, promoting safety belt use with blimp messages.

Northwestern Bell Telephone and Telegraph Company—
Started employee training program in support of long-standing use policy.

Research Proves Belt Use Pays!

Regular safety belt use could eliminate 50-60% of fatalities.

Regular safety belt use could eliminate 60-70% of injuries.

Identical make/model small pickup trucks were involved in similar rollover accidents at 45 mph with the following results:

	Unbelted Driver	Belted Driver
Injuries:		
Fractured vertebrae, multiple cuts/bruises, severe neck strain		Bruised and shaken
Lost time:		
29 days		1 day
Cost:		
Medical	$1300	-0-
Salary contingency	2320	80
Indirect (est.)	2320	80
	$5940	$160

Additional information available

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What Some Executives Say About Safety Belt Programs!

National Safety Council President Vincent Tofany

"The National Safety Council was among the first to support the inclusion of safety belts in motor vehicles, and expresses its strong support of President Reagan's call for further cooperative efforts between the private and public sectors to encourage more Americans to wear safety belts in motor vehicles."

Southern Railway Company President Edward Burwell

"Southern Railway has long and consistently viewed the health and safety of our employees as a prime concern. I feel that our seat belt program is a necessary part of that concern."

American Red Cross President George M. Elsey

"Accident prevention and injury control are priority concerns of the American Red Cross. In order to prevent unnecessary deaths and injuries, we are expanding our educational efforts, through community courses and our employee programs throughout the nation, on the benefits of using safety belts and child safety seats in automobiles."

National Automobile Dealers Association President George W. Lyles

"NADA is currently developing a. . . promotional package that will. . . educate and motivate our members and their employees to use and promote seat belts; and to convince dealership customers to buckle up for safety."

Government Employees Insurance Company President William B. Snyder

"Using seat belts is the one action that enhances all of GEICO's highway safety interests—the 55 mph speed limit, deterring drunk driving, improving the roadway and driver training. We have made promoting seat belts one of our key priorities for the year."

American Academy of Family Physicians President Ernie J. Chaney

". . . [We will do our best] in our offices, our hospitals, our civic activities, wherever we encounter our fellow citizens. . . to promote understanding of the use of seat belts."

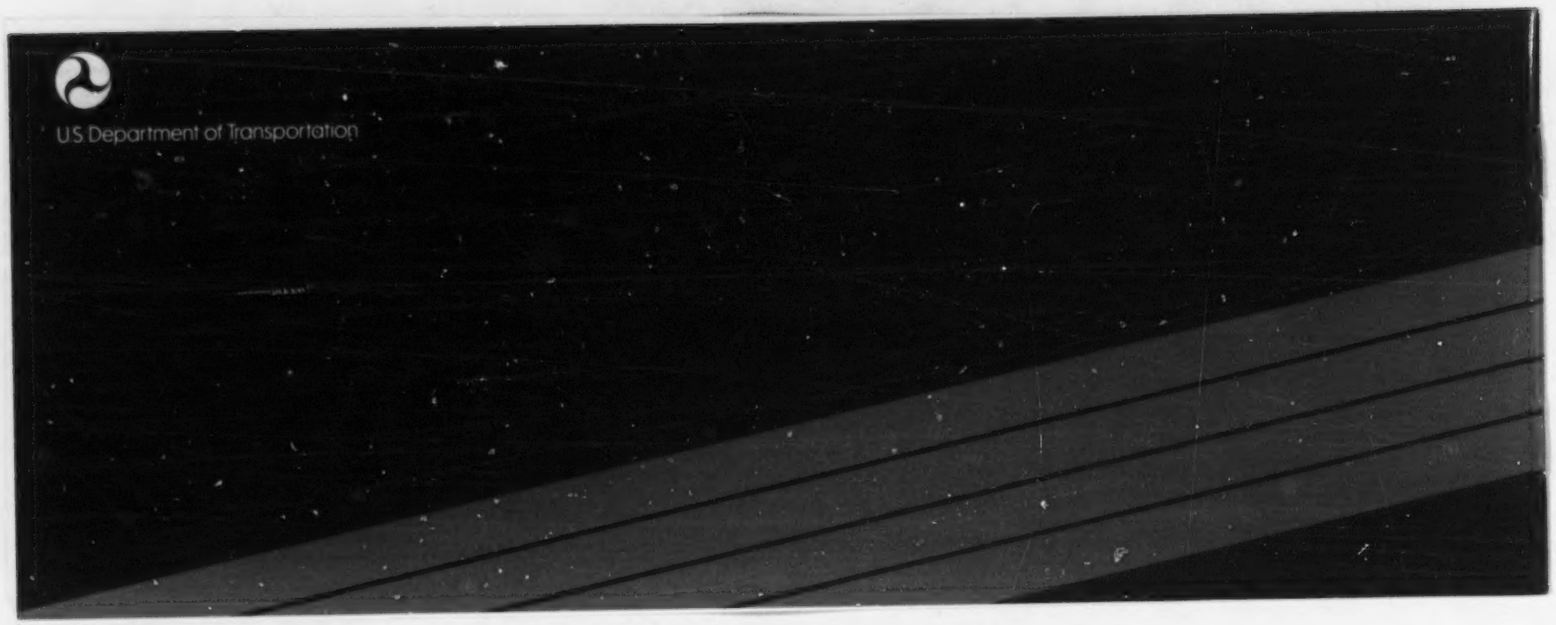
Northwestern Bell Telephone and Telegraph Staff Safety Supervisor A. J. Schmaedeke

". . . any big industry that doesn't have a good safety belt program is just pouring money down a rat hole."

Write for Information

on saving money for your organization with a safety belt program.

National Highway Traffic Safety Administration
Office of Occupant Protection (NTS-10)
400 7th Street, S.W.
Washington, D.C. 20590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